



Weigh of Life...Taking Action Together

Using Educational Materials To Promote Behavior Change

A Guide for Nutrition Counselors

This section of the manual was designed to introduce ways to present nutrition education messages and materials with an emotion-based approach. These materials can be used with all families to help prevent childhood overweight. WIC's role is to support parents in practicing appropriate parenting and encouraging healthy eating patterns in their children. The prevention of overweight in children must become a core component of all WIC nutrition counseling and education.

Contents of this section include:

- ✓ Visuals of the new materials
- ✓ Key messages featured in the new materials
- ✓ Ways to use the new materials
- ✓ Parents' potential barriers with sample emotion-based responses

Barriers to Success

Like all parents, Hispanic WIC families face barriers to adopting eating habits and patterns that promote a healthy weight. Key barriers include:

Misperceptions about childhood overweight:

- A heavy child is a healthy child.
- Heredity determines the child's size; there is little that can be done to change it.

Misperceptions about food:

- Children are picky eaters and won't eat healthy food.
- Children do not like fruits and vegetables.
- All healthy food is expensive.
- Providing healthy food instead of foods the child 'wants' will make the mom feel guilty, waste time and waste money.
- Offering high-sugar, high-fat treats is an acceptable way of showing love and affection.

Misperceptions about milk and juice:

- Milk is a complete food and provides everything a child needs. It is 'protective.'
- Children cannot consume too much milk or juice.

Misperceptions about parents' control:

- Overweight is extremely difficult to solve in young children because parents feel like they have limited control over their child's diet.
- Parents can't do anything to change relatives who push food or treats on their children.

Message Selection

The first step in developing the emotion-based messages was determining what weight-related behaviors to target. Program planners selected messages after reviewing input from the following sources:

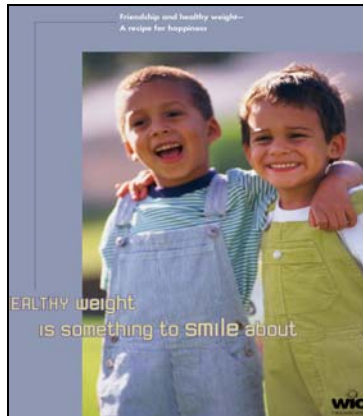
- Focus group findings
- WIC nutrition staff
- Research

Messages featured in the new educational materials include:

- A slender-looking child is a healthy child
- Developing good eating habits makes a lifelong difference
- Eat together as a family
- Offer a variety of food instead of a steady diet of milk and juice
- Mom knows what is best for her child
- Mothers will be surprised that children enjoy eating healthy foods — this will make mothers happy
- Child-sized serving sizes provide all the nutrients necessary for growth



Message: Healthy weight is something to smile about



take this QUIZ to see if your child is at a healthy weight	
<p>Check all statements that are true for your child.</p> <p>Does your child:</p> <ul style="list-style-type: none"><input type="checkbox"/> become short of breath when climbing stairs?<input type="checkbox"/> prefer to watch TV or play alone rather than play with others?<input type="checkbox"/> have a large belly or rolls of fat?<input type="checkbox"/> have a nickname like "garden" or "chub"?<input type="checkbox"/> seem "puffy" in the face or neck?<input type="checkbox"/> have trouble running and playing?<input type="checkbox"/> wear a size larger than her age? (For example, size 47 pants at age 2)<input type="checkbox"/> get teased about his weight? <p>Do you or family members say your child:</p> <ul style="list-style-type: none"><input type="checkbox"/> is "stubby", "chunky", "thick", "stout" or "big boned"?<input type="checkbox"/> will outgrow his weight?<input type="checkbox"/> has to be big to be healthy?<input type="checkbox"/> has "bad genes" or "slow metabolism"?<input type="checkbox"/> is like other relatives who are large or heavy? <p>If you checked more than three items above, it may be time to take action.</p>	<p>Tips to help your child be at a healthy weight:</p> <ul style="list-style-type: none"><input type="checkbox"/> Take a walk each day.<input type="checkbox"/> Offer water instead of soda, fruit drinks, or juice.<input type="checkbox"/> Buy low-fat instead of regular milk.<input type="checkbox"/> Serve child-sized amounts of food.<input type="checkbox"/> Suggest active play instead of watching TV.<input type="checkbox"/> Serve low-fat milk with meals instead of juice.<input type="checkbox"/> Offer bananas, oranges, and apples rather than candy, cake, and cookies.<input type="checkbox"/> Reward your child for good behavior with a trip to the playground.<input type="checkbox"/> Set a timer for 30 minutes. Turn off the TV when the 30 minutes are up.<input type="checkbox"/> Buy wholewheat bread.<input type="checkbox"/> Crunch on carrots rather than chips.<input type="checkbox"/> Encourage your child not to overeat.<input type="checkbox"/> Skip bedtime snacks.<input type="checkbox"/> Spoil them with love rather than food.<input type="checkbox"/> Treat them with a game of soccer rather than ice cream and candy.<input type="checkbox"/> Ask loving family members to help your child by offering fruit instead of candy.<input type="checkbox"/> Plan family events around activities rather than food.<input type="checkbox"/> Dance and sing with your child during TV commercials.

Key Messages:

- A healthy weight has benefits beyond health.
- Children at a healthy weight are happy.
- Children at a healthy weight tend to have an easier time making friends.
- There are many ways to determine if a child is at a healthy weight.
- Cultural views and traditions about weight may prevent parents from accurately assessing a child's weight.
- There are many things parents can do to keep a child's weight in a healthy range.

Use this mini-poster to:

- **Introduce the topic of weight in a non-judgmental, non-threatening way.**

Ask parents to take the quiz on the back of the mini-poster. This will help parents determine if their child is at a healthy weight using clues they see everyday. Ask parents to share their reactions and concerns after taking this quiz. Consider asking questions such as, 'Were you surprised by anything on this quiz?' and 'How do you feel about your child's weight now that you have taken the quiz?.' Initiate a discussion based on parents' reactions and concerns.

You can incorporate this piece into the WIC appointment by offering it to parents while the nutritionist plots the child's weight and height. Reassure the parents by saying, "Moms seem to love this quiz. I'm excited to hear what you think of it."

- **Discuss the emotional benefits of being at a healthy weight.**

Ask parents to share their own experiences regarding struggles with weight or any weight struggles of their family or friends and talk about the emotional impact it had on them. Highlight the emotional benefits of achieving and maintaining a healthy weight: increased acceptance with other children, increased ability to keep up with active friends and greater pride in their bodies.

- **Discuss with parents any family health issues, especially those related to weight.**

Ask parents to share any health issues related to overweight the family may have now or in the past. Ask parents if they have any health concerns for their child.

- **Review with parents tips to promote a healthy weight.**

Ask parents to share their thoughts on the tips provided. Ask parents what actions they are interested in taking or actions they have already taken. Discuss what makes it easy to take these actions or what makes it harder. If parents have been successful, ask them to share their experiences so you can share them with other moms who may be struggling with similar issues.





Parents' potential barriers with a sample emotion-based response:

- Belief that a heavy (overweight) child is a healthy child.
 - ✓ *Children are precious and beautiful at any size. But a slender-looking child is a healthy child.*
- Belief that heredity determines a child's weight and parents can do little to change a child's weight.
 - ✓ *Heredity does have an impact on a child's weight. But parents have power. When you help your child be more active and provide healthy foods, you are protecting your child from a lifelong struggle with excess weight. (I wish my parents had done that for me!)*
- Belief that an infant's weight doesn't matter since it will change once the child starts eating table foods, crawling and walking.
 - ✓ *Paying attention to your child's weight from birth is important. It may be the most powerful indicator of her future health. You're doing a great job of taking good care of her. Keeping track of her weight is important part of a parent's job.*
- Belief that a child's weight doesn't matter since it will change once the child begins school.
 - ✓ *It is important to pay attention to your child's weight at all ages. You are a great mom who has focused a great deal of attention to raising a healthy, happy child. Keeping track of her weight and making sure she is at a healthy weight is an important part of a parent's job. The things you teach her now about good eating habits will be carried with her as she grows.*



Message: Grow a healthy child



a healthy tomorrow starts with the right food today	
Breakfast: <ul style="list-style-type: none"><input type="checkbox"/> Serve low-fat milk in a cup or glass.<input type="checkbox"/> Offer whole wheat bread, toast, or WIC cereal.<input type="checkbox"/> Cook an egg.<input type="checkbox"/> Offer yogurt with fruit.	Snacks: <ul style="list-style-type: none"><input type="checkbox"/> Provide fruit and vegetables instead of candy, cakes, or cookies.<input type="checkbox"/> Serve WIC cereal.<input type="checkbox"/> Encourage children to drink water.
Lunch and Dinner: <ul style="list-style-type: none"><input type="checkbox"/> Serve low-fat milk in a cup or glass.<input type="checkbox"/> Offer at least one veggie.<input type="checkbox"/> Provide at least one fruit.<input type="checkbox"/> Try brown rice or whole-wheat pasta.<input type="checkbox"/> Offer small amounts of meat, beans, or peanut butter.	Meal Time Tips: <ul style="list-style-type: none"><input type="checkbox"/> Eat together as a family.<input type="checkbox"/> Talk about your day.<input type="checkbox"/> Offer small amounts of food.<input type="checkbox"/> Offer food without commenting on how much your child eats.<input type="checkbox"/> Refrain from encouraging kids to clean their plates.<input type="checkbox"/> Take a walk together after the meal.<input type="checkbox"/> Encourage children to help with meal preparation.

Key Messages:

- What parents do today makes a difference to their child tomorrow.
- Giving the gift of healthy eating habits to a child requires love and commitment, not extensive time, effort or money.
- There are simple things parents can do, as their child grows, to promote a healthy weight.
- Some actions that parents can take to help their child's health relate directly to eating. Examples: Offering fruits and vegetables at each meal and at snack time; eating together as a family.
- Omitting some actions will benefit a child's future health. Examples: Parents should not encouraging children to eat all the food on their plate; parents should not rewarding behaviors with food treats.

Use this mini-poster to:

- **Reinforce positive actions parents are currently doing to keep weight on track.**

Ask parents to review the checklist and *circle* actions they currently do to keep their child's weight on track. Ask them to share (with you or in a group) the circled actions, especially the ways they fit the actions into their busy life. Provide positive feedback and reinforce the impact of actions they are currently doing on their child's future health.

- **Identify actions that confuse parents or don't appear to relate to children and weight.**

Ask parents to *add a question mark* next to items that they didn't expect to find on a list of recommended behaviors related to children and weight. Discuss the unexpected actions and how they relate to maintaining or achieving a healthy weight for their child.

- **Help parents select actions they plan to take to keep their child's weight on track.**

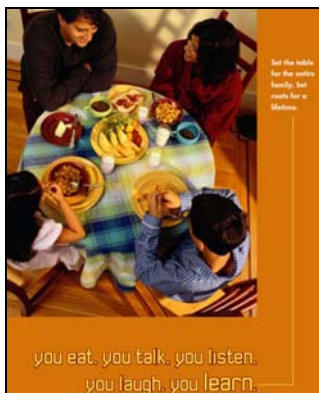
Ask parents to *check* actions they intend to take to secure their child's future health. After sharing their action plans, discuss possible barriers to implementing them and brainstorm solutions to the stated barriers.

Parents' potential barriers with a sample emotion-based response:

- Parents are not aware that eating patterns established early in life are directly related to lifelong health.
 - ✓ *What you do today makes a huge difference tomorrow. Every day, you are giving your child the gift of lifelong health. How wonderful that your child is learning every day to enjoy healthy foods from an early age.*



Message: You eat. You talk. You listen. You laugh. You learn.



Key Messages:

- The simple act of eating together as a family benefits children and families. In addition to impacting health, this improves family communication and relationships.
- Children appreciate established routines such as family meals and often treasure the memories of time spent together.
- Families that eat together talk more and have stronger relationships.
- Children who eat regularly with their families often have better test scores and grades than those who don't.
- Families that eat together eat better. They tend to eat more fruit and vegetables, drink more milk and drink less soda. They also tend to eat less fried and fatty foods than children who never eat dinner with family members.
- Families come in all shapes and sizes. It is important for all family members to sit down and eat together.

Use this mini-poster to:

- **Spark discussion of the emotional benefits of family meals.**

Ask parents to share memories of their family meals growing up and how it impacted them. Summarize the emotional benefits expressed by the group.

- **Collect practical tips on how parents can find time for family meals.**

Ask parents to review *Ygra's Tips for Making Family Meals Easier* and to share tips on how they make family meals 'happen' despite busy schedules.

Parents' potential barriers with a sample emotion-based response:

- Busy work schedules make it difficult for families to eat together as they did in the old country.
 - ✓ *Research suggests that families that eat together have smarter, better-adjusted and more connected children. But you don't need to read research to know that. Do you remember what it felt like to eat together? Can you imagine what your family might have been like if you didn't connect with each other and share food — and love — around the table? I can tell you're the kind of parent that makes time for what's important. Can you tell me (or can you think of ways) how you juggle your busy schedule to include family meals?*
- Parents concerned about keeping the house clean may feed the child alone in the kitchen or in a separate area to keep spills and messes to a minimum.
 - ✓ *A clean house is wonderful. But eating together as a family is priceless. There's always a trade off when families eat together but most great moms say they'll trade a few spills for memories. Values - what's important to you - can best be shared while eating together. Eating together as a family, bonds a family for life.*
- Fast food dinners provide quick, hassle-free meals at the end of a busy day. Kids like it, but moms feel guilty because they know it's not as nutritious as a home-cooked meal.
 - ✓ *I don't know any mother who isn't tempted to take the fast food drive-thru detour. I do it myself when life gets too busy. But here's a simple way to take the guilt out of those occasional meals. Take the food home and eat it together as a family. Serve milk instead of soda. (That saves money too.) And offer sliced carrots with the meal and an apple for dessert.*

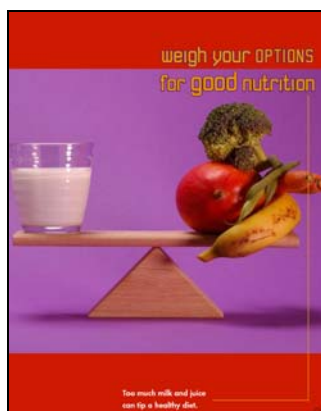




- Parents allow children to eat meals while watching TV.
 - ✓ *The greatest show on earth is a family enjoying mealtime together. Not only is it fun, but it also provides a lifetime of memories. Family meals give you a special time to listen to your children's stories. Family meals give you a special time to help share your values and shape their lives. You are a terrific parent with a lot to give your children – don't let the TV take that away from you. Enjoy eating together.*



Message: Weigh your options for good nutrition



Key Messages:

- Milk and juice are healthy foods, when offered in moderation. However, too much milk and juice can result in unhealthy eating and overweight children.
- Children need more than milk to be healthy. Fruits and vegetables are essential parts of a healthy diet.
- Offer children up to two cups of milk daily. Low-fat milk is best for children over age two. Offer milk in a cup instead of a bottle.
- Offer water instead of juice. Make juice an occasional treat rather than a daily drink. Always offer juice in a cup, not in a bottle.
- Cultural child feeding practices (such as providing toddlers and children with milk and juice throughout the day) can differ from current nutrition recommendations. Children count on parents to make wise decisions that protect their health. Parents can communicate with relatives and caregivers in a loving and caring way about how they want their child fed.

Use this mini-poster to:

- **Introduce the topic of how much milk or juice is recommended for children.**

Ask parents to imagine what they would feel like if they wore the same clothes everyday, read the same book over and over, or watched the same exact television show every night. After listening to their responses, say that a lack of variety often results in boredom. For children, a lack of variety of foods can lead to a poor diet and poor health.

During the first years of life, children are learning lots of new things, including new food tastes, textures and temperatures. If they're exposed to a variety of foods early, they are likely to enjoy them later in life. If they're given milk all day long, they won't learn to love a variety of foods — the foundation of all good diets. Like any good thing, too much milk can lead to boredom and unhealthy diets.

Provide recommendations on how much and what type of milk and juice is healthful by age.

- **Discuss how cultural traditions can be a barrier to a healthy weight.**

Ask parents to share some of the special cultural traditions and values they hope to pass on to their child. After sharing positive cultural traditions and values, ask parents to think if there are any cultural traditions they don't want to pass on to their child. (No need to share them; just allow time for them to reflect and identify them.) Say that all cultures have positive and negative aspects and that it's up to you — the parents — to select the best and disregard the rest.

Traditional Hispanic diets feature a wide variety of vegetables along with rice and beans, a great foundation for a healthy diet. However, providing too much milk to infants and children is a less positive, even harmful, aspect of common eating patterns. Ask parents if they have been encouraged by well-intended relatives to provide more than two cups of milk a day to children and how they handled this advice. Encourage sharing on how to handle this advice and ensure that caregivers and relatives follow parents' wishes regarding food choices.

You can also use this piece as a springboard to discuss how parents can balance the different advice they receive about feeding their children (from the doctor, their families, the nutritionist, etc.).



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- **Discuss what are appropriate serving sizes for children.**

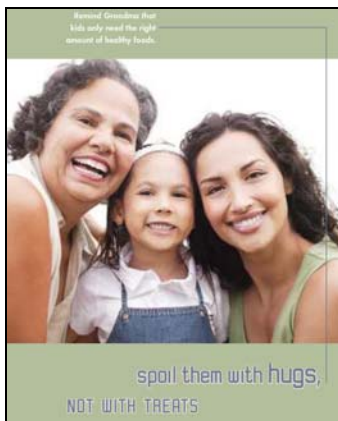
Remind parents that children don't need to eat as much as adults do. Suggest that they start with small serving sizes — about a tablespoon of each food for each year of life — and allow children to ask for more. Use this piece to complement the child's placemat (described in detail in a later section).

Parents' potential barriers with a sample emotion-based response:

- Parents don't want to take the bottle away from their baby, even though she is now a toddler.
 - ✓ *Smart children soak up the world around them. Everything they see, hear, feel or do transforms them into a wiser person. What an exciting time in life! It's like that with food too. The more you expose your child to different foods, the more they are transformed into a healthier person. They learn to love the incredible food tastes as they experience them.*
 - ✓ *Children who stay on the bottle too long miss the opportunity to be the best that they can be. Sure — milk is a good food, but too much of a good thing can be harmful. Children thrive on a variety of foods. If they drink too much milk, they don't get the nutrients they need for growth and development from other foods. They also may get too many calories from milk and that may lead to excess body fat. Giving a child a love for a wide variety of foods is a gift that pays off over a lifetime.*
- Belief that milk is a protective food and a complete meal.
 - ✓ *Too much of a good thing can cause harm. Talking with friends is fun, but you wouldn't talk all day long. Milk is a good thing for children but too much can cause harm. Children need nutrients from a wide variety of foods to be healthy. A child who drinks too much milk won't be hungry for other healthy foods. Drinking too much milk leads to excess body weight.*
- Parents don't feel good about giving foods their child doesn't like. They prefer to give foods that reward them with smiles.
 - ✓ *Parents have a tough job. They have to protect their children and teach them lessons even when it's not fun. Teaching children to have manners isn't fun but part of a parent's job. Teaching your child to love fruits and vegetables may not always be fun, but it is important. She will thank you later in life for giving her the ultimate gift - a love for healthy foods. Your child can't thank you now, but I can. Thanks for all you do to help your child love healthy foods!*



Message: Spoil them with hugs, not with treats



Key Messages:

- Parents and relatives should express love to their children everyday. The language of love does not need to include candy or treats.
- Parents can help relatives understand that sweet treats may convey love to a child, but can also harm a child's health.
- There are many quick and free ways to show children love that causes no harm.
- Children who confuse love and treats often struggle with weight throughout life.

Use this mini-poster to:

- **Introduce the topic of using treats to convey love to children.**

Ask parents to share how they know their child loves them, even if their child can't talk yet. Note their responses on a flip chart or board. Next, read the headline from a candy advertisement: "What better way to express love, affection and cheer than with chocolate?" Ask parents: Would candy convey your love for your child better than smiles, happy eyes and hugs?

Explain that advertisers link love and candy to enhance sales. Parents need to show their child love everyday, but candy shouldn't be a part of the language of love.

Ask parents to share their experiences with relatives who offer their children too many sweets and treats. Have them discuss how they responded to the situation and how they can strategize to prevent the situation in the future.

Ask parents to share what problems might haunt their child if they confuse love and food. Note responses on the board, highlighting the following:

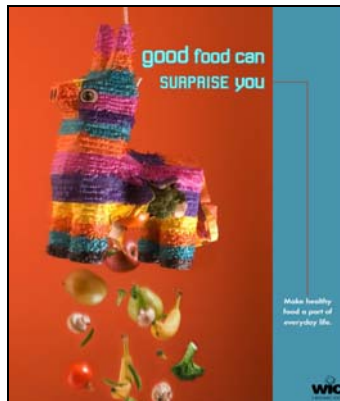
- ✓ Children may confuse love with food and will continue to seek food later in life as a replacement for or measure of love and comfort.
- ✓ Children may learn to love the sweet taste of treats rather than fruits and vegetables. This can lead to poor diets and excess body fat.

Parents' potential barriers with a sample emotion-based response:

- Family members and extended relatives show love by giving treats to children.
 - ✓ *Raising children is a family affair. Raising healthy children is also a family affair. Consider talking with your relatives about how you can work together to keep your child healthy. Thank them for all they do to show your child love and help them understand that love can't be bought, wrapped or eaten. Encourage them to show their love with hugs and kisses, playing together and talking together.*
- Parents feel a lack of control over what their child eats, especially when grandparents provide childcare.
 - ✓ *Sometimes grandparents exert their influence on your child in positive ways, like sharing cultural traditions or teaching them new words. But sometimes their love for a child clouds their judgment and their influence is less positive. That's when a parent steps in to protect her child. Occasional treats don't harm a child, but a daily dose can damage them for a lifetime. Encourage them to show their love with hugs and kisses, playing together and talking together.*



Message: Good food can surprise you



Key Messages:

- Nurturing a love of fruits and vegetables is an incredible gift parents can give to children. Fruits and vegetables are the cornerstone of a healthy future.
- The taste of fruits and vegetables will delight children and parents.
- Mothers will be surprised that children enjoy eating healthy foods. This enjoyment will make mothers happy.
- There are easy, healthy choices parents can make with all types of foods that kids will like.

[illegible]

- **Discuss the benefits of fruits and vegetables.**

Ask parents to imagine they could give their child the best gift ever. What gift would they give? Next, ask them to imagine they could give their child a lifetime of great health. Ask them what foods would they offer their child for a lifetime of great health. Share with them that they choose to give—or not give—that gift every day when they choose the foods they give their child. Each serving of fruit and vegetable is a gift to your child that leads to a lifetime of great health. Ask what fruits and vegetables they will give to their child to ensure a lifetime of great health.

- **Discuss perceptions of fruits and vegetables.**

Ask parents to suggest words used to describe fruits and vegetables. Write them on a flip chart or board. Star positive words and circle negative ones. Ask parents: ‘Which words do you want your children to associate with fruits and vegetables?’, ‘What can you do today so your child loves them tomorrow?’, ‘How would you feel if your child developed a love for fruits and vegetables?’

Parents' potential barriers with a sample emotion-based response:

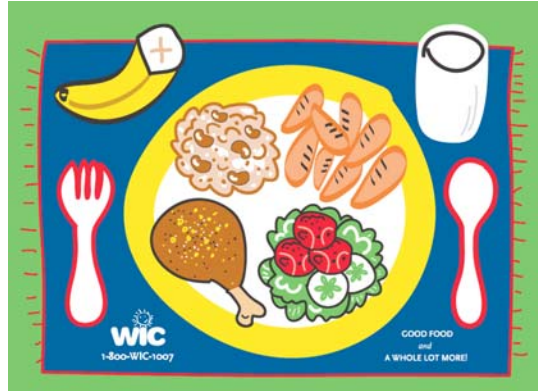
- Parents on tight budgets buy and serve food that their child eats. If the child doesn't eat fruits and vegetables, they choose not to buy them because they can't afford to waste them.
- ✓ *It takes time for children to learn what's best for them. Children don't learn to walk or talk in a day; yet, parents continue to talk to the child and encourage them to walk because they know that's what is best for them. The same is true of healthy foods. Maria may not enjoy them the first time. It may take weeks or even months of offering them to her before she eats them. But the payoff is great. Maria will eventually learn to love healthy foods. And when she does, she may not experience a life-long struggle with weight. She could possibly have less sickness. And you will know you did everything possible to give Maria a healthy life. What price would you pay for that?*



- Belief that children don't like healthy foods because they don't taste good.
 - ✓ *Parents often dream of a better life for their child than they experienced. They plan and make sacrifices for things they think are important. Antonio doesn't have well established food preferences yet, so it's an ideal time to set the stage for a life-long love of the good stuff like fruits and vegetables. Parents who recognize and act on this tiny window in time before food preferences are established give their child a better life. They give them a love for healthy foods. And you're doing that for Antonio. What a great job you're doing as Antonio's mom!*
- Belief that fruits and vegetables are expensive.
 - ✓ *It's difficult to place a price on health, especially life-long health. What may seem expensive today may seem like an incredible value tomorrow. What price would you put on Ana's health?*
- Belief that young children are picky eaters.
 - ✓ *Many parents are concerned about their children being picky eaters. Often, though, they are novice eaters - shying away from foods they've never tried before. You hold the key to preventing some of the "picky" eating by introducing a variety of foods to your child right from the start. With your guidance, your child will carry their love for lots of flavors and different types of foods as he grows.*



Placemat with child-sized servings



Key Messages:

- Child-sized serving sizes provide all the nutrients necessary for growth.
- Children have 'inner' voices that allow them to know when they are full. Children won't starve when listening to their 'inner voice.' Parents who tell the child how much to eat overwhelms this 'inner voice', and eventually the child stops listening to it, setting the stage for overeating and overweight.

Use this placemat to:

- **Highlight the division of responsibility between parents and children.**

Ask parents if their child would be able to select the foods and prepare the meal as shown on the placemat. Note that selecting and preparing food is the parents' responsibility since children can't do it. Next, ask if their child could decide how much of the food to eat. All children are born with the ability to decide just how much food they want to eat. That mechanism is so finely developed that their appetite adjusts to growth spurts, illness and even weather, but it always provides the best guidance into how much they should eat. Problems arise when parents try to assume the role of telling children how much to eat because the child's 'inner voice' may be telling them something different than the parents' voice. Parents can trust their child to know how much to eat just as children trust their parents to select and prepare the right foods.

- **Discuss how child and adult serving sizes differ.**

Show parents the placemat and ask these questions to spur discussion:

- ✓ Do these serving sizes look different than those you serve your child? Yourself?
- ✓ Do you feel children are able to determine how much they should eat or do parents need to teach them?
- ✓ What might happen over time if a child is served large serving sizes and encouraged to eat more than he wants?

Parents' potential barriers with a sample emotion-based response:

- Parents feel a need to control the amount of food the child eats to assure health. The more food the child eats the better the parent feels.
 - ✓ *All great parents want to make sure their child gets enough to eat. You're doing your job when you give healthy foods and allow your child to decide how much to eat. Your child will let you know if he wants more. This placemat helps me remember how small a child's serving really is. Perhaps you can use it at home too, or share it with your caregiver to remind her to start with child-sized servings.*
- Belief that overfeeding calms and quiets the child.
 - ✓ *All children are born with an 'inner' voice that tells them how much to eat. Overfed children may appear calm and quiet after eating because their bodies are busy processing the heavy dose of food, but inside they are upset and angry because they didn't get to listen to their 'inner voice.' Parents who allow the child to decide how much to eat have happy and healthy children. Is that something you'd consider? This placemat is a friendly reminder of what a child-sized serving of food looks like.*
- Parents are unaware of healthy serving sizes for children.
 - ✓ *Children don't think or act like adults. They also don't need to eat like adults. Just as great parents allow children to grow into adulthood, they allow their serving sizes to grow too. Start with small serving sizes — about a tablespoon of each food for each year of life — and allow children to ask for more. You seem like the kind of parent who wants the best for your child. Giving children the right amount of food is so important and something you can do. This placemat shows actual child-sized servings of food.*

